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Marketing Manual for Shared-Ride Taxi Systems in Wisconsin

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Prepared for
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Department of
Transportation

MARKETING MANUAL FOR SHARED-RIDE TAXI SYSTEMS IN WISCONSIN

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Prepared for

Bureau of Transit
The Wisconsin Department of Transportation

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EXECUTIVE SUMMARY

THE MANUAL

The purpose of this manual is to assist local shared-ride taxi systems in preparing and implementing marketing programs for your systems. Keeping in mind that transit marketing may be a means to many ends (increasing ridership, building community support or expanding public influence), the manual explains the process that can be used to focus and develop a marketing plan that will be appropriate and effective for your service, in your community. This process includes:

1. defining the market,
2. analyzing current marketing efforts,
3. setting marketing goals,
4. identifying media outlets,
5. developing marketing activities,
6. developing implementation program and schedule, and
7. developing a marketing budget.

Chapter 1 presents an overview of marketing shared-ride taxi services. Chapter 2 includes instructions for planning your marketing programs including the seven steps outlined above. Finally, Chapter 3 presents details on 28 potential marketing activities as well as information on how to implement

and estimate the cost of each activity. Activities are organized by the marketing functions discussed below and are presented as discrete actions, described on separate pages. All forms and most materials directly follow the descriptions of the activity. Advertising materials for newspapers and radio ads are included in Appendix A and B, respectively. Appendix C includes a sample Rider Guide and Appendix D includes a discussion of logos and sample logos from other shared ride taxi systems.

PLANNING PROCESS

Due to the limited resources and nature of the service and target market, a concentrated marketing strategy is recommended for shared-ride taxi systems.[1] The marketing strategy should concentrate resources and effort on likely users. Market conditions and demographics in your area will determine potential riders of your service and how to approach the building of community support. Before designing actual marketing activities, it is important to look critically at your transit service and identify who uses it, who might use it, and their need for taxi services. Next you should review the effectiveness of your current marketing efforts to determine whether some current activities should be continued. Goals for marketing should then be established which reflect current conditions and potential market for taxi services in your area. Once you know where you want to go by marketing your service, you can proceed to identify what marketing activities will help you reach your goals and the media outlets available to you. Finally, you can develop a schedule, implementation plan, and budget for marketing your service. During implementation, it is important to keep city administrators and officials informed about marketing activities. Your efforts to keep officials informed and educated will ensure a maximum level of support and interest. This line of communication should be established through the city staff responsible for the shared-ride taxi effort to all city officials involved with taxi services.

MARKETING ACTIVITIES

We have classified marketing activities into six categories according to the functions they are used to perform. These include:

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[1] A concentrated marketing strategy does not appeal to the entire population, but rather to particular market segments which have been identified as the most likely users of the service.

- Service Development -- activities aimed at collecting and translating research on target market needs into service changes that will attract riders to use the services.

- Fare Level and Fare Collection Promotions -- activities aimed at using fare level and fare collection promotions to entice riders onto the service by use of special reduced fares or convenient fare collection mechanisms (e.g., special weekend fares or ten ride taxi tickets).

- Promotion of Private Involvement -- activities aimed at getting the local business community involved in the shared ride taxi programs (e.g., merchant discount promotions).

- Rider Information and Education -- activities aimed at providing riders with information needed to use the service (e.g., brochures).

- Rider and Community Relations -- activities aimed at improving rider and community relations and maintaining community support and awareness (e.g., community lectures).

- Advertising -- activities aimed at heightening the system's image and promoting its use by the public (e.g., newspaper ads).

- Special Promotion -- activities aimed at promoting the service or increasing awareness by initiation of short-term incentives (e.g., coffee mugs with service logos).

Chapter 3 presents detailed information on activities within the above areas including instructions for implementation and estimation of the cost.

1

INTRODUCTION

This manual presents information to be used by local shared-ride taxi programs in preparing marketing plans for your systems. Presented first are brief instructions on how to prepare a marketing program. Second, the manual includes detailed descriptions of marketing activities and advertising materials which can be used directly by you in the program you develop.

INTRODUCTION TO TRANSIT MARKETING

Marketing activities are the means to many ends -- increasing ridership, building community support, expanding public influence. Prior to the 1970's, most transit marketing activities consisted of advertising and informational aids. Public transit was seen as a product to be sold. However, marketing a public sector service such as shared-ride taxi services is different in some respects from the marketing of consumer goods in the private sector. Marketing can make a significant contribution toward the cost-effective delivery of transit services like shared-ride taxi, and the narrow view of marketing, as only advertising, is not appropriate when marketing such as community service. It is now recognized that marketing activities of a shared-ride taxi service should not only be aimed at increasing ridership, but <u>also</u> at building community and local business support for the service. The marketing plan for your shared-ride taxi system should be developed with four key factors in mind:

- marketing activities should be simple and easy to implement;
- marketing activities should be low in cost;
- marketing activities should be concentrated on particular market segments which were identified as likely users; and
- marketing activities should be aimed at meeting the marketing goals you develop as part of the planning process.

In general, the process of preparing a marketing plan will include the following steps (shown in Figure 1-1):

1. define market
2. analyze current marketing efforts
3. set marketing goals
4. identify media outlets
5. develop marketing activities
6. develop implementation program and schedule
7. develop a marketing budget
8. implement the program

The following chapter presents information on how each of the above steps are accomplished.

MARKETING STRATEGY

Prior to developing a marketing program, it is important to develop an overall approach to the marketing strategy. There are a number of different approaches that can be taken to marketing strategies. Three that have been defined[1] are:

1. undifferentiated marketing,
2. differentiated marketing, and
3. concentrated marketing

The selection of an overall marketing strategy depends upon the taxi service involved, the characteristics of the area, and the marketing goals set for the service.

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[1]George Smerk and Rosemary Gertz. Mass Transit Management: A Handbook for Small Cities, Part IV: Marketing. Prepared for UMTA/U.S. DOT, 1980.

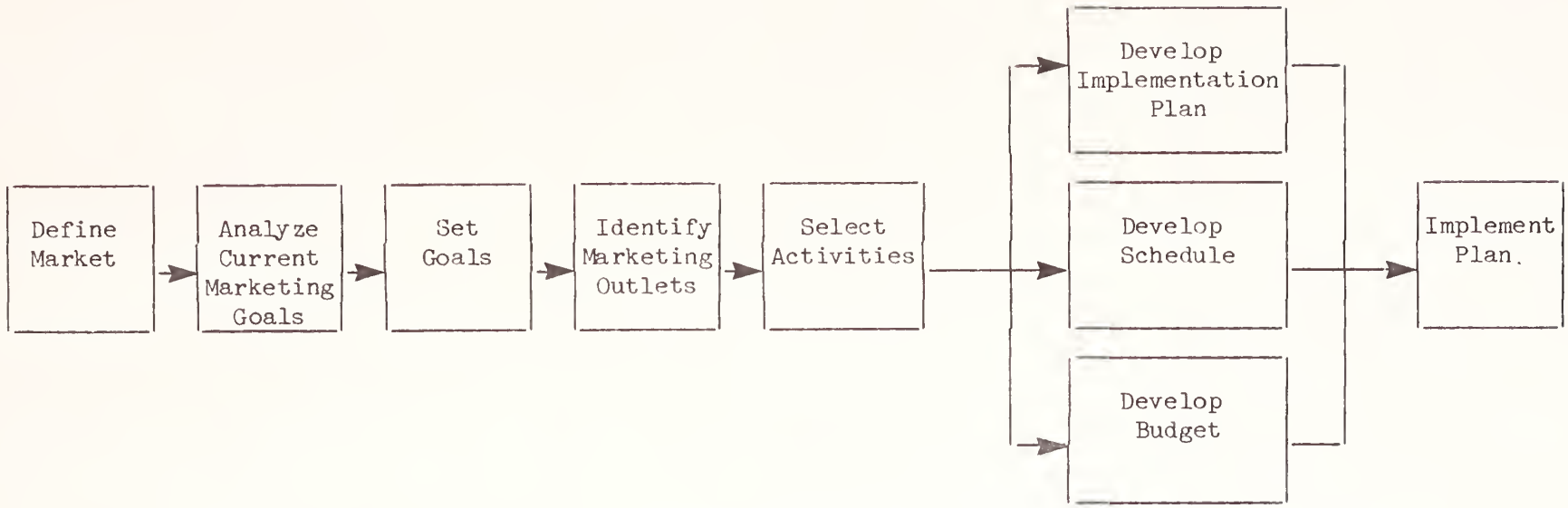


Figure 1-1: MARKETING PLANNING PROCESS

An undifferentiated marketing strategy is appropriate if you are marketing one product and want to appeal to the entire population with one marketing program. This strategy will probably be the least useful in marketing your shared-ride taxi services since it assumes that the service is of universal appeal (not true in this case -- particularly since the service is much less appealing to persons with access to an automobile) and that the service market is homogenous (again, not true for these services).

Differentiated marketing, on the other hand, appeals to the entire population but separates that market into segments and tries to attract different segments with different marketing programs. Again, this strategy is probably less useful to you since it assumes that everyone has fairly equal need for taxi services.

Concentrated marketing strategy appeals not to the entire population, but to particular market segments of the larger market which have been identified as the most likely users of the service, (e.g., those without cars, the elderly, etc.). The advantage of this strategy is that it requires less resources. Due to limited resources and the nature of the service being marketed, a concentrated marketing strategy is generally recommended for shared-ride systems. Potential users to be concentrated on in marketing activities will be identified in the marketing goals.

2

PLANNING YOUR MARKETING PROGRAM

This chapter presents instructions on planning a marketing program for your system as outlined in Figure 1-1. Market conditions and demographics in your area will determine who are potential riders of your service and how to approach the building of community support. Before designing actual marketing activities it is important to look critically at your transit service and identify who currently uses it, who might use it, and a statement of their needs for taxi services. This will require you to:

1. define who currently uses the service
2. identify non-users who are potential shared-ride taxi riders in terms of major market groups
3. identify need for community support or local business support.

Second, it is important to review current marketing efforts to determine how effective they have been in meeting goals. It is particularly important to this case to understand how the current users become aware of the service. Finally, goals for the marketing effort should be established which reflect current conditions and the potential market for services.

The definition of who will use the service begins with an understanding of:

- which types of persons currently use the service;
- where they go; and
- at what times of the day or week.

Answers to the above questions will provide you with an understanding of your base market. This is very important since, while one of the aims in your marketing plan will probably be to expand ridership, another important aim is to keep the riders you currently have.

Once you have defined current riders, you can explore the issue of who in the community does not currently ride, but might be attracted to the service. This includes:

- types of persons who might ride (by demographic characteristics);
- areas of the city they live in and need to go to;
- times of day they would travel; and
- types of trips they would take.

These explanations should not only include attracting new ridership, but should also be looked at in terms of their ability to meet operational objectives, such as attracting riders at times of the day or week when service is slow.

Demographic and Employment Data

Census data on the demographics of your city can be used to estimate demand by target groups. High potential users include the elderly, disabled, youth, those with no vehicle available (or household with one vehicle) and low income persons. Probably the best single indicator of potential taxi use is the number of persons or households which have no vehicle available to meet their mobility needs. Table 2-1 presents an example of demographic data available from the census for your city. Census information is published and can be obtained either at your public library, from your City Planning Office or City Clerk, or by contacting the Regional Planning Commission for your area. Another valuable piece of information is the number of workers in the city and their work trip characteristics. (One additional person taking work trip can generate 520 one-way trips annually). Table 2-2 presents an example of work trip characteristics available from the Census for your city.

Table 2-1

DEMOGRAPHIC CHARACTERISTICS OF SAMPLE CITY

	No. of Persons in 1980 U.S. Census*	Percent of Population
Total Population	7,046	100%
Elderly (65+ years)	844	12.0%
Youth (under 18)	2,232	31.7%
Transportation Handicapped	100	1.4%
• elderly	71	8.5%
• non-elderly	29	.5%
Low Income	632	9.0%
No Vehicle Available	816	11.6%
Percentage of households with no vehicle available headed by elderly	205 households	69.5%

*U.S. Census, 1980. This is available directly from Census data reports and does not need to be calculated or derived.

Table 2-2

WORK TRAVEL CHARACTERISTICS IN SAMPLE CITY

	Number of Persons*	Percent
Number of Workers	3,100	100%
Method of Transportation to Work		
Private Vehicle	2,525	81.5%
• Drive Alone	1,795	57.9
• Carpool	730	23.5
Public Transit	12	.4
Walk	446	14.4
Other	77	2.5
Work at Home	40	1.3
Average Travel Time to Work	13.5 min.	

*U.S. Census, 1980. This is available directly from Census data reports and does not need to be calculated or derived.

Common Destinations

Part of the marketing planning process is to understand and to list the common origins and destinations of current and potential users. Common destinations for shared-ride taxi services are shopping areas, medical facilities, social services, and employment centers. Concentrated origins are elderly, low income and other high-density housing areas. Common destinations (and high concentration origins) are excellent places to advertise and distribute information on the service. Rather than trying to cover the entire community, this type of marketing can concentrate on persons most likely to ride.

Work trips are concentrated around major employers which often can be obtained from the local Chamber of Commerce. Numbers of employers and work shifts can also be obtained. Other high potential destinations include the sites for shopping, social services, youth centers, schools, medical and recreation which should be listed along with housing areas which are likely origins for shared-ride taxi users.

ANALYSE AND EVALUATE CURRENT OR PAST MARKETING EFFORTS

The purpose of this task will be to analyze and, to the extent possible, evaluate current and past marketing practices. It is difficult to evaluate the effectiveness of a marketing activity particularly with limited resources. Formal evaluation is expensive and requires the development and maintenance of a good data base. Thus, evaluation of the current marketing efforts probably will be relatively informal based upon your perceptions and, if you have drivers, the perceptions of your drivers, as well as some simple measures available or easily obtainable.

Marketing practices will be reviewed in terms of:

- coverage of market area -- the relative number of persons affected by past marketing efforts (e.g., the number of flyers mailed, the circulation of local newspapers, the number of persons who are high potential users who would have received the information)

- ability to attract users to the service -- whether the information or approach has enticed users onto the service (e.g. tone of the materials, likely effect on persons in high user groups)

- clarity of information presented -- whether potential users understand how the service works and how to access it.

- positive effect on community support for the service.

DEVELOP MARKETING GOALS AND OBJECTIVES

It is important that the marketing plan be developed within the context of both community goals and specific marketing goals and objectives. Goal setting is the identification and specification of the priority needs of an area. Refining goals and objectives to be as specific as possible will permit informed and intelligent decisions concerning an appropriate marketing program. In setting marketing goals, the central question is (given the role of shared-ride taxi in your city and its particular operating characteristics), what can marketing do to help achieve its overall mission in the community? Since the purpose of all marketing is to attract riders, potential goals might be to attract riders:

- from demographic groups,
- from specific locations,
- at particular hours,
- on particular days, or
- for particular trips.

The process of goal setting will be to:

1. collect information on demographic and potential market
2. develop draft marketing goal statements, and
3. review its goal statement for revisions and concensus.

In the definition of goals, it will be important to define the market segments which are high priority targets for marketing efforts. Marketing goals fall under three general goal categories.

- increasing ridership
- building community and political support
- building private business support.

Within each goal category, more specific goals should be developed. Further, each goal category can be addressed by particular categories of marketing activities. Table 2-3 presents a sample list of general and specific marketing goals with their corresponding categories of marketing activities.

Table 2-3

MARKETING GOALS AND CATEGORIES OF ACTIVITIES

General Goals	Specific Goals	Category of Marketing Activity
• Attract Riders	• attract particular users	• service development
	• attract users at particular times or days	• fare and fare collection promotions
	• attract riders from certain locations	• rider information and education
	• increase ride-sharing	• advertising and promotion
	• generate revenues	
• Build Community Support	• improve service image	• service development and improvement
	• build support of certain user groups	• rider and community education
	• overcome any past negative perceptions of service	
• Build Local Business Support	• create financial involvement	• private involvement and promotions
	• use private promotions to attract riders	
	• use private promotions to build community support/ improve service image	

IDENTIFY MEDIA INFORMATION OUTLETS

There are a number of potential outlets for distributing information on the service or advertising your taxi service. Some media contacts are more appropriate for marketing efforts which are aimed at the general community (e.g., to build community support). These general media outlets are used to hit a target market (e.g., workers) by focusing the advertising materials toward a particular market. Other media contacts are more appropriate for efforts aimed specifically at attracting users from specific target groups (e.g., to entice persons going to work). Media outlets should be identified before marketing activities are selected. They include:

1. General Community Media Outlets

    - Radio -- radio public service announcements and advertisements
    - Newspapers
    - Shopper Guides
    - Chamber of Commerce

2. Target Market Media Outlets

    - employer bulletin boards
    - bulletin boards at grocery stores, banks, bars

In many cases, the most appropriate manner to get the message out is with direct contact with potential users or others you are trying to influence. For example, soliciting support from the business community will necessitate contacting merchants or other members of the Chamber of Commerce. Or, attracting work trips may require visiting the personnel director of each major employer in the area to explain the service.

DECIDE ON MARKETING ACTIVITIES

Marketing activities are classified within six functions they are used to perform.

1. Service Development
2. Fares and Fare Collection Promotions
3. Private Involvement
4. Rider Information and Education
5. Rider and Community Relations
6. Advertising and Promotion

In addition, it can be useful to evaluate marketing activities to measure the effectiveness of particular marketing efforts and the overall marketing program. The following discussion presents a brief review of each marketing function.

Service Development

The purpose of service development is to translate market research findings (whether generated from formal or informal methods) into services that will attract or permit potential riders to use the services. The primary role of marketing service development is to use marketing information to adjust services to increase the value or perceived value of the service by current users and potential users. Service adjustment for a shared-ride taxi system may include:

1. change hours and days service is available (e.g., begin Saturday morning service),
2. change method of requesting service (e.g., allow subscription service, such as standing orders for repetitive service),
3. change geographic area served (e.g., begin serving new shopping centers in adjoining towns), or
4. start promotional services.

Information generated through marketing efforts can have a profound effect on service attractiveness and user response. Activities aimed at gathering information upon which to base service changes include:

- surveys to monitor user response or determine need for taxi service
  -- on-board
  -- telephone
  -- employer
- suggestion forms on vehicles,
- focus groups to provide a forum for determining consumer attitude and responses,
- meet with community groups,
- direct input from drivers, and
- social service agencies providing transportation (e.g., sheltered workshops)

Fare Level and Fare Collection Promotions

The purpose of fare promotions is to entice riders into riding the service or to maintain current riders by the use of special reduced fares or convenient fare collection mechanisms. Such promotion might include:

1. Convenient Fare Collection Mechanisms

   - Coupon Book or Multiple Ride Tickets -- coupons or a ticket good for a specific number of rides,
   - Employer Pass Programs -- employer sponsorship and/or sale of taxi tickets/coupon books, or
   - Subscription Commuter Service -- purchase of service for repetitive trips for a specific time period.

2. Reduced Fare/Promotions

   - Special Fares for Specific Users -- reduced fares for seniors, handicapped, students
   - Special Fares for Certain Geographical Areas or Types of Trips -- reduced fares for downtown (shoppers) in cooperation with merchants
   - Special Fares for Certain Time of Day or Week -- reduced fares during low ridership hours or days
   - Special Fares for Certain Events or Days -- reduced or free fare for system anniversary, users birthday
   - Merchant Discount Programs -- promotional activities through or with local merchants such as free rider sponsored by merchant, coupons good for reduced fares or merchandise, etc.

Special fare promotions attract new riders and provide an economic incentive to use or try the taxi service. Fare promotions are often most effective when used in conjunction with other trip generating promotions such as the merchant discount programs discussed below.

Promotion of Local Business Involvement

In addition to employer pass programs mentioned above, there are a number of ways to get the local business community involved in the shared-ride taxi program. In the very least, they should be contacted as part of the effort to

generate community support for the program. Further activities involving local merchants could include:

- complimentary taxi ride tickets distributed by merchants on special days -- a "free ride home"
- discounts on merchandise with taxi receipt
- prize programs with store offering taxi coupons as "door" prizes or taxis offering store coupons as "ride" prizes.

Rider Information and Education

Rider information activities provide the public with the information it needs to use the service. Often, particularly in small areas, this will include an orientation needed to overcome their natural reluctance to use something that is new. At a minimum, this requires the preparation and dissemination of information that the service is available to potential users. This minimal activity is generally undertaken by small taxi services through inclusion in the white and yellow pages of the telephone book. This approach merely informs potential users that the service exists. However, as a taxi marketing effort becomes more sophisticated, the objective of ridership information leans toward education and addresses the ease with which shared-ride taxi systems can be used by riders. User aids and education can play a major role in making the service easier to use and, in addition, educated users can make the system run more efficiently.

A wide variety of marketing techniques can be used to inform and educate riders. Rider and community education aids may include:

- Brochures explaining service for widespread distribution and/or distributing to targeted groups (e.g., to local social service agencies, specific employers).
- Information displays explaining the service for display at community functions and key target areas.
- Telephone responses to inquiries about the services either in conjunction with lines for requesting the service or as a separate telephone line.
- Cable and local television, radio and newspapers to educate the public about the service.
- Community outreach and education programs taking information about the service into the community target groups (schools, elderly housing projects, etc.). This might include slide shows, written materials, or public service announcements.

- Newsletters distributed on vehicles and in the community to inform users and non-users about what the service has accomplished, changed in the service, etc.

- Information request cards or coupons inserted in newspapers or distributed at strategic locations.

Rider and Community Relations

Activities to improve rider and community relations are important in maintaining community support and awareness. Beyond efforts to provide information on existing services, these activities are aimed at generating the greatly needed level of support from the public, local officials, and the business community. Assuming the service is a valuable one, the focus of most community relations activities will be on increasing the public awareness of the service -- where awareness is high, support will follow. Improvements in community relations will be aided by:

- media events created when changes occur (new vehicle is purchased) or for special events (third anniversary)

- community service activities performed by the services such as collecting "toys for tots" at Christmas or food goods for the needy at Thanksgiving

- press releases routinely used by the taxi operator to publicize special services or changes in service.

- sponsoring a sports team or local athletic event.

Advertising

Advertising is probably the most familiar marketing concept to most people -- most shared-ride taxi operators spend most of their marketing budgets on this function. Advertising is a mechanism for heightening the system's image and promoting its use by the public. (In many cases, there is overlap between advertising activities and their marketing functions such as consumer education and public relations.) The system can be promoted to attract specific riders, or to generate ridership to particular services or at certain times of the day. The promotional activities undertaken depend, in large part, on the marketing goals set by the system. Advertising activities may differ among different shared-ride taxi systems depending upon the resources available in the small area. Advertising techniques include a wide variety of media advertising such as:

- radio spots or public service announcements on regional or local stations,
- commercial and cable television, particularly for public service announcements,
- local newspapers advertisements, and
- direct contact marketing (where target marketing opportunities have been identified) particularly to employers, shoppers, and other specific user groups such as the elderly. This direct marketing can be done through the mail, or where appropriate, through personal contact.

Special Promotions

Activities aimed at promoting the shared-ride taxi services create incentives for potential riders to use taxi services. Promotions are generally short-term incentives aimed at attracting new riders with the hope that they will become regular users once they have tried the service. The previous sections discussed fare promotion and merchant discounts. Additional promotion might include:

- contests for riders or members of the community. These may include drawings for prizes, competition for art work, etc.
- promotional items such as coffee mugs, t-shirts or pens with the shared-ride taxi name. These can be distributed free of charge or for the cost of producing such items.

It should be noted that many services that have tried to use promotional items as a way to attract ridership have found them to be costly and to have little effect on ridership. These items are better able to increase awareness than ridership.

DEVELOP A SCHEDULE AND IMPLEMENTATION PLAN

The schedule and implementation plan for the marketing plan are best presented as a series of actions that should be undertaken each month to implement your marketing plan. The schedule will be a composite of the individual actions needed to implement activities selected.

A worksheet should be developed showing an entire year. Using this worksheet, specific actions needed to implement activities can be plotted out by month. Start with activities which are time sensitive (e.g., toys for tots

collection or summer specials) or whose schedule is set. You can then fill in with activities which are not time-specific so that no individual month is overloaded with marketing activities. Allow enough lead time on actions -- things always take longer than expected, especially with a business to run. Table 2-4 presents an example of overall schedule worksheet for accomplishing the marketing activities.

You may also want to develop implementation plans or marketing checklists by month. The following pages present examples of monthly activity checklists that can be used. Each month, you will refer to the checklist for that month and keep a record as activities are accomplished. (Actual implementation steps are discussed in the next section under each activity.)

DEVELOP MARKETING BUDGET

A marketing budget for the effort should be developed on an annual basis. Costs should be expressed only in terms of out-of-pocket costs since this is how the costs will be included in an estimated project budget in the City's grant application to the State. (For example, costs associated with the operators time to meet with community groups or prepare press releases should probably not be included in the budget estimates since these activities will be performed in the course of the operator's daily activities). An example of an annual marketing budget by activity is shown in Table 2-5.

As with the schedule, the marketing budget will be an aggregate of the cost of performing various marketing activities decided upon. Specific details for developing the costs of various activities are presented in the next section. An overall annual budget should be developed first. It is then possible to develop a monthly budget for distributing the cost of various activities by month using a form similar to the schedule worksheet (Table 2-4).

Financing for the program can come from a number of sources. The cost of marketing activities should be included in your overall operating budget. As such, it will be treated as any other expense. If your system is subsidized by state or local program funds, marketing is a legitimate operating expense under this program. To the extent possible, you should try to solicit support from local businesses for marketing efforts. Some activities are more conclusive to soliciting at least partial funding from private sources. For example, special fares for shopping trips could be subsidized by local participating merchants or free rides home on New Year's Eve could be subsidized by the local tavern owners association.

Table 2-4: EXAMPLE OF OVERALL SCHEDULE WORKSHEET

First Year	Suggestions Forms	Information Request Cards	Consumer Lectures	Community Meetings	Community Services	Press Releases*	Brochures	Newspaper Ads	Radio Ads
Month									
01	print forms								
02	place on veh.	print cards/ posters & place	hold lectures				present and insert		place ads
03		place in newspaper							
04		check posters		hold meetings			distribute work broch	place ads	
05	place in news.						distribute shop.broch	place ads	
06		check posters							
07									
08		check posters							
09		place in newspaper							
10		check posters			contact agencies				
11	place in news				contact agencies				
12		check posters							

*As needed

Table 2-5

EXAMPLE OF AN OVERALL ANNUAL MARKETING BUDGET

Activity	1986
• Suggestions forms	$ 52
• Information request cards	242
• Consumer education lectures	0
• Community group meetings	0
• Press releases and media events	0
• Brochures	353
• Newspaper advertisements	190
• Radio advertisements	325
• Poster advertisements	320
• Cooperative merchant program	0
• Special weekend and evening fare ticket	6
• Yellow page advertisements	144
TOTAL	$1,632

EXAMPLE

WISCONSIN MARKETING MANUAL Monthly Schedule - January 19__

Year 1 - January Marketing Activities

Activity	Date Accomplished	Notes
1. advertise contest to rename system		
2. collect contest entries by end of month		

EXAMPLE

WISCONSIN MARKETING MANUAL Monthly Schedule - February 19__

Year 1 - February Marketing Activities

Activity	Date Accomplished	Notes
1. select new name		
2. distribute press releases on new name		
3. print suggestion forms of place on vehicles		
4. print information, request posters and place posters at locations		
5. print all types of brochures and insert general brochure with newspaper		
6. print poster ads		
7. place radio ads		
8. hold community lectures		

3

MARKETING ACTIVITIES

The primary component of the marketing plan will be activities undertaken to market the shared-ride taxi system. This section describes the potential marketing activities including implementation issues and how to calculate costs for the activity.

Marketing activities that might be implemented include:

Activity	Page No.
1. Surveys	26
2. Suggestion Forms	27
3. Focus Groups	32
4. Taxi Fare Coupon Books or Tickets	35
5. Employer Pass Ticket or Coupon Program	40
6. Reduced Fares for Additional Riders	42
7. Special Fares for Special Users	43
8. Special Fares for Certain Times of the Day or Week	44
9. Special Fares for Certain Geographic Areas or Types of Trips	45
10. Special Fares for Special Events	46
11. Cooperative Merchant Program	48
12. Rider Guide/Brochures	50
13. Information Request Cards	52
14. Consumer Education Lectures	57
15. Radio Talk Shows	59
16. Periodic Newsletter on Taxi Services	60
17. Meetings with Community Groups	62
18. Community Service Activities	64
19. Press Releases and Media Events	65

Activity	Page No.
20. Sponsor Sports Team	67
21. Content to Name or Rename System	68
22. Public Service Announcement	69
23. Newspaper Advertisement	71
24. Radio Advertisement	73
25. Poster Advertisements	74
26. Yellow Page Advertisements	75
27. Other Prizes and Contents	77
28. Special Promotional Items	78

These activities are presented in the next section. Activities are presented as discrete actions and are described on separate pages. They are organized by the marketing functions discussed in Chapter 2 (service development advertising, etc.). Potential marketing goals are included at the top of each page. All forms and materials directly follow the description of the activity. Advertising materials for newspaper and radio ads are included in Appendix A and B, respectively. Appendix C includes a Sample Rider Guide (Activity No. 12, p. 50). Appendix D includes a discussion of logos and sample logos from other shared-ride taxi systems.

SERVICE DEVELOPMENT

A number of activities can be undertaken to gather the information needed to change services so that they will attract new patrons. Included are:

- Surveys
- Suggestion Forms
- Focus Groups
- Driver Input

Following are descriptions of these four activities.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Service Development — Surveys

Activity: Surveys of current users can be used to determine what changes can be made to the shared-ride service to make it more attractive to current and potential new riders. Questions on rider characteristics can be used to identify the characteristics of current users. Questions on the need for service such as those provided by the shared-ride taxi can identify how services could be managed to entice new riders to use the system. The most common service changes probed for include:

- hours/days of service
- service request procedures
- service area
- special assistance

Implementation: To conserve resources, surveys of current users could be performed on the vehicles. Surveys of potential users could be inserted into the newspaper or distributed through local agencies or organizations (e.g., in senior citizen centers, at banks, etc). Surveys can be expensive even if administered by drivers or through newspapers since the results of the survey must be tabulated and analyzed before service changes can be made.

Costs: The cost of implementing a survey can vary considerably and, at a minimum, include printing the surveys and tabulating results. Costs can include publishing the survey form in the newspaper (see newspaper ads for costs of publication.)

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Service Development — Suggestion Forms

Activity: Suggestion forms and boxes can be placed on vehicles to probe for changes in service which would make the taxi system more attractive to users. Suggestion forms can also be placed in the newspaper periodically (e.g., twice a year) to elicit comments from persons who are not currently using the service (perhaps alternating with the information request cards described in the next section).

Suggestions will be elicited in an open manner, but a limited number of optional questions will be asked about the person's current use of the taxi to assist the operator in determining what aspects of the service should be changed.

Implementation: Two forms are attached:

- a suggestion form for use on the vehicle
- a suggestion form for placement in the newspaper

The operator should have the suggestion forms for the vehicle printed and place them on the vehicle on a continuing basis. Boxes should be placed on the vehicle for passengers to deposit the forms, although provision should also be made for the forms to be returned by mail. For security reasons, the box should be in view of the driver. A sticker might also be made and displayed in the vehicle asking for suggestions and including a telephone number.

Suggestion forms should be placed in the newspaper semi-annually. We are suggesting months around May and November since these are relatively slow months and, yet, are not "vacation" months.

When forms are received in the operator's office, they should be logged onto sheets such as the one attached (the forms should also be retained). The log sheets should be reviewed monthly (depending upon the volume of suggestions received) and directly following a newspaper placement.

The operator should be cautious in making changes to services in response to one or two comments, particularly changes that would require increasing services or costs. When contemplating a change, the operator should discuss the change independently with regular customers or others likely to be affected by the change.

MARKETING GOAL:	Increase Ridership	
MARKETING FUNCTION:	Service Development	Suggestion Forms (continued)

Costs:	Out-of-pocket costs for this activity are relatively low (approximately $50.00 per year). Suggestion forms on vehicles should be printed in 100 sheets (each sheet will contain two forms). This will cost approximately $10.00 (100 sheets @$.10 per sheet). Suggestion boxes on the vehicles can be fashioned by covering a standard shoe box with butcher or brown paper. Suggestion forms for the newspaper will require the cost to place an advertisement twice a year (in the range of $50-100/ year).

SUGGESTION FORM
(System Name) Shared-Ride Taxi Service

How often do you ride the taxi service? _____

What is the purpose of your trip? (e.g., shopping, work, medical appointments)?

_____

What suggestions could you make to improve the service (be as specific as possible):

_____

_____

_____

_____

_____

_____

Deposit in Suggestion Box or Mail to: _____ Taxi, _____ WI _____
Zip

SUGGESTION FORM
(System Name) Shared-Ride Taxi Service

How often do you ride the taxi service? _____

What is the purpose of your trip? (e.g., shopping, work, medical appointments)?

_____

What suggestions could you make to improve the service (be as specific as possible):

_____

_____

_____

_____

_____

_____

Deposit in Suggestion Box or Mail to: _____ Taxi, _____ WI _____

DID YOU KNOW THAT (Name of City) HAS A TRANSIT SYSTEM?

IT HAS...

THE CITY-SPONSORED SHARED-RIDE TAXI SERVICE

AND WE'RE HERE IN THE (Newspaper Name) ASKING

"HOW CAN WE BETTER SERVE YOU?"

FILL OUT, DETACH, AND MAIL THIS FORM TO US WITH YOUR SUGGESTIONS

SUGGESTION FORM

(System-Name) Shared-Ride Taxi Service

Do you currently ride the taxi service? yes____ no_____

If yes, how often? _____

If yes, where (e.g., shopping, work, medical appointments)? _____

_____

What suggestions can you make to improve the service (be as specific as possible):

_____

_____

_____

_____

_____

_____

_____

_____

Mail to: _____ Taxi, _____
Address, City, State, Zip

SUGGESTION FORM LOG SHEET

Date	Source (venicle or newspaper)	Suggestion	Current User (Y/N)

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Service Development — Focus Group

Activity: Focus groups are another method of determining consumer attitudes toward the shared-ride taxi services (and what it would take to make them ride the service). In this method, groups of current and potential users of the service are assembled. Structured discussions are held to determine their travel needs and how the shared-ride taxi service could meet those needs. Focus groups should be structured around specific high potential users (e.g., elderly, low-income).

Implementation: Focus groups can be assembled around

- current users,
- general public,
- social service providers, and/or
- influential community leaders.

Groups should be brought together for the sole purpose of discussing the transit service (not as one agenda item to a larger meeting). The discussions should be led in a very structured way by an independent leader (one not associated with the transit service itself). Group members should be invited as individuals rather than through a general invitation (e.g., to members of service club, etc.)

Costs: The primary costs involved in this activity are the operator's time in inviting the groups and participating in discussions.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Service Development

Direct Input from Drivers/Dispatchers

Activity: Another method of determining user needs and attitudes is to solicit direct input from drivers and dispatchers. Drivers and dispatchers are the primary point of contact with users and generally have a good understanding of who rides, why, when, and what would make the service more attractive.

Implementation: Drivers and dispatchers should be asked for opinions and rider feedback at least monthly by the service manager. If you have more than one driver, you may want to consider regular staff/driver meetings to discuss user needs and comments received.

Costs: There is no out of pocket cost for this activity.

FARE AND FARE COLLECTION PROMOTIONS

Fare promotion are aimed at enticing riders to use the service or maintaining current riders by use of convenient fare collection mechanisms. These include:

- Fare Collection

  -- coupon books/punch tickets
  -- employer pass/ticket or coupon program

- Special Reduced Fare Promotion

  -- special fares for special users
  -- reduced fares for additional riders
  -- special fares for certain times of the day or week
  -- special fares for certain geographic areas or types of trips
  -- special fares for special events

The following sheets describe these fare promotions in greater detail.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Collection Promotion

Taxi Fare Coupon Books or Punch Tickets

ACTIVITY: One method of enticing existing riders to ride more often or attracting new riders onto the system is to offer a more convenient and attractive method of paying for the trip. These might include:

- coupon books with coupons worth dollar values
- coupon books with each coupon worth a trip
- tickets for a specific number of trips (e.g., a ten-ride ticket that is punched after each ride).

Riders using coupons or tickets tend to ride more often and coupons are often purchased as gifts. Through use of the tickets or coupons, you can reduce the fare and if so, 10-25 percent is a usual amount.

Users would be instructed to present the ticket or coupon to the driver who will check the expiration date, punch for one ride, and record the trip in the record sheet. The driver may record the trip on the regular trip log or a special sheet can be prepared for this purpose. An sample of such a sheet is attached.

Implementation: Coupons can be prepared by contacting a local printer. If you choose a multiple-ride ticket it should be printed on heavy card stock. To get started, 100 tickets of each type should be printed. If a ten-ride ticket is used, each ticket would include ten numbers to be punched each time a trip is taken. Each ticket should be numbered for control purposes (to save printing costs, these can be numbered manually by the operator). An expiration date will be entered on each book as it is sold which is approximately six months beyond the sale date. A sample ticket is attached (p. 37).

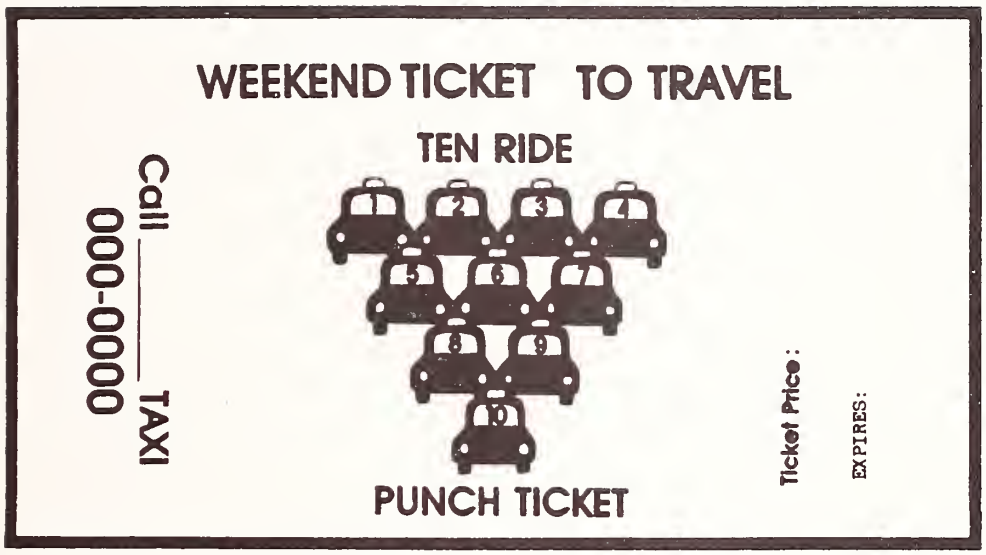
Tickets or coupons could be sold in the operator's office and/or by the drivers. Depending upon rider response, the operator may want to sell tickets at selected locations periodically (e.g. at the banks around the 3rd of the month). When tickets are sold, the driver or dispatcher would record the ticket number, persons name, and date purchased. A form to record this information follows.

COSTS: Coupon and ticket sales allow the operator to collect fares in advance of the ride (helping cash flow). However, it is important to understand that the service must be provided even if the money paid to the taxi company is already spent. Special attention should be paid to keeping track of coupon usage from both an accounting and a ridership perspective. Coupons or tickets should include an expiration date to guard against hoarding in advance of a fare increase.

COSTS:
(continued)

Coupon books are more difficult and costly to produce since they involve multiple pages and stapling. For this reason, a ten-ride punch ticket is often more convenient and efficient for taxi operators. Out-ofpocket costs for this activity include the cost of printing the tickets or coupon books. If a ten-ride ticket is used, the cost may be as low as $.03 per ticket (for printing and cutting) and is a minimal expense. While coupon books facilitate record keeping, since it is possible to use a ten-ride coupon book and have the driver collect one of the tickets each time the user takes a ride, this alternative is less advantageous since the cost of printing such books is quite high (it could cost about $.25 - $.50 per book). The cost of reduced fares should be more than offset by the increase in ridership due to the promotion.

Sample Ticket



PUNCH TICKET

Record of Sales

Ticket Number	Date	Purchaser

PUNCH TICKET

Record of Use

Date	Ticket Number	Rider Name	Signature

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotion — Employer Pass Ticket or Coupon Program

---

Activity: An employer ticket or coupon pass program can be established with or without an existing general public ticket or coupon book. Employers will be asked to sell the fare media at work locations and (if possible) to subsidize the fare for employees (particularly if they provide free parking for employees). For example, if a 10-ticket book costs $6.00 then employers may be willing to pay $1 toward the ticket and sell the ticket to employees at the reduced rate. Some employer may subsidize the entire fares for some employers (e.g., secretaries that work late, etc.) You may want to consider matching the employer subsidy in some proportion (50/50, 60/40)

Implementation: Building a successful employer pass program begins with positive direct contact with employers. This should be done at a convenience time both for employers and operators.

1. advance pre-sell (public relations through newspaper or radio as part of regular advertising efforts)
2. contact employers
3. distribute coupons and record forms to employer
4. check monthly (lower volume employers) or weekly (high volume employers) with participating employers to collect cash for pass sales.

Costs: The out-of-pocket costs of this activity are minimal. The costs associated with the employer fare program will be the cost of selling the idea to employers, distributing fare medium and accounting for sale and use.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotions Special Reduced Fare Promotions

---

Activity: A number of different fare promotions are possible to encourage ridership, some of which are on-going and others which may be offered for a short period of time. For example, special fares could be offered for:

On-Going Promotion

- special users
- geographic areas
- time of day or week
- special fares for additional riders

Periodic or One-Time Promotion

- special events
- types of trips

These special fares can be offered by themselves or in conjunction with other fare collection or merchant promotions. For example, special fares for non-rush days (weekends/evenings) can be combined with the development of a punch ticket program to recreate a weekend and evening fare punch ticket. Or, special fares for shopping trips can be combined with a merchant discount program to have merchants pick-up the difference between the regular fare and fares for shopping trips to their stores.

The following pages describe individual fare promotion activities in greater detail.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotion — Reduced Fares for Additional Riders

---

Activity: In an effort to increase ride-sharing, reduced fares can be offered for persons who travel together from the same origin to the same destination. The additional riders will ride for a reduced rate (e.g., half price). This promotion should be offered initially for a limited period of time - the first period should be at least three months in order to gain an understanding of the effect of the promotion on ridership and revenue.

Implementation: This special fare for additional riders should be advertised at the high-density origins. The promotion will be included in the regular newspaper advertisements placed by the operator.

Costs: The costs of the special fares should be minimal. The offer will be advertised as part of the operators regular ad campaign. If the operator does not feel that the taxis are currently operating at capacity, this extra body in the taxi for the same ride should not increase operating costs. Costs of the reduced fare may mean potential losses for riders who might have taken the trip at full fare. However, to the extent that the additional riders would not have taken the trip, this will represent increased revenue for the system.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotions Special Fares for Special Users

---

Activity: Another fare promotion involves reducing fares for certain classes of users, either to entice them to ride or as a social benefit to groups of individuals who might need the service but are unable to pay the full fare. In particular, reduced fares are often given for elderly, disabled or youths because these persons may have limited resources with which to pay. Reduced fares might be appropriate measure to attract riders from other groups (e.g., college students).

Implementation: Care should be taken to balance the desire to reap social benefits and the need to generate revenues. If the system has sharp peaks of demand (e.g., in the early am or late afternoon), reduced fares may be appropriate only during the non-peak hours.

Costs: Revenue effects of fare reduction programs are difficult to estimate. The fare reduction may generate more riders but at the same time many of the reduced fare riders may have ridden at full fare.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotions

Special Fares for Certain Times of the Day or Week

Activity: Another method of attracting new riders or new trips is to offer special fare reductions during off peak times of the day or week. For example, if Saturdays or Sundays are slow, it may be worthwhile cutting fares by 50¢ per trip. In addition to keeping vehicles busy and revenue flowing, this may entice people to change their travel from peak to off-peak hours or days.

Implementation: Care should be taken to ensure that the reduced fares cover costs of operating the vehicle so that the operator is not actually losing money by having it provide this off-peak service at the lower fare.

Costs: Revenue effects of fare reduction programs are difficult to estimate. The fare reduction may generate more riders but at the same time many of the reduced fare riders may have ridden at full fare.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Fare Promotions — Special Fares for Certain Geographic Areas or Types of Trips

---

Activity: Special reduced fares can be offered on a continuing, periodic or one-time basis to certain geographical locations (e.g., downtown, a shopping center, or the bank) or for certain types of trips (e.g., special shopping days or to the bank on the 1st or 3rd of the month). Such reductions in fare will attract new riders onto the service who may continue to ride at full-fare after the promotion is complete.

Implementation: Again, the operator should balance the desire to attract new riders with potential revenue due to the promotion. The operator should explore the possibility of having local merchants, the Chamber of Commerce or local banks pay the differences between the full-fare and special fare. And, in the very least, the operator should try to offer special promotional fares during periods when business is low (e.g., Saturday).

Costs: Revenue effects of fare reduction programs are difficult to estimate. The fare reduction may generate more riders but at the same time many of the reduced fare riders may have ridden at full fare.

MARKETING GOAL: Increase Ridership and Build Community Support

MARKETING FUNCTION: Fare Promotions — Special Fares for Special Events

---

Activity: Reduced or free fares can also be offered to commemorate special events such as the system's anniversary, a user's birthday or a special arts event at the local college. This type of promotion will attract new riders and will build community interest and support for the service.

Implementation: It is important to generate media coverage of an event to heighten community awareness. If possible, reduced or free fares should be offered during off-peak times.

Costs: Costs of the special fares for special events (e.g., concerts) are minimal. If the event is external to the taxi system (e.g., a concert at the college) the promotion can be handled by the organization holding the event as part of its promotion of the event. The operator may want to add mention of the special service to its regular newspaper ads, but this should not incur additional costs.

Costs of other reduced free fare promotions for special events may mean potential losses for riders who might have taken the trip at full-fare. However, wtih reduced fares, increased ridership may mean that revenue may be as high or higher for a special event as it would without the special fare.

LOCAL BUSINESS INVOLVEMENT

In addition to employer pass programs, there are a number of ways to get the local business community involved. The following sheet describes possible promotions with local businesses.

MARKETING GOAL: Increase Ridership

MARKETING FUNCION: Build Community Business Support

Cooperative Merchant Program

Activity: Cooperative merchant programs involve fare promotions offered in conjunction with local merchants which are aimed at encouraging people both to take the taxi and to shop at the merchant's store. Merchants can be contacted to elicit their participation in a variety of ideas -- two ideas are:

- a merchant discount program or
- a free shopping ride program

Merchant discount programs give persons taking the taxi to the store a disount on merchandise at the store. The discounts are generally offered once or on a periodic basis (for example, during the Columbus Day sales). Coupons would be printed by the merchant(s) and given to the taxi drivers. When a taxi customer takes the taxi, they are given a coupon signed by the driver with the date and time of travel. (The coupon should be good only for certain days or have an expiration date.) The coupon can then be used at the store or restaurant to receive free merchandise. For example, a rider going to MacDonalds is given a coupon good for a free coke with their meal.

Merchant free ride programs involve the merchant providing a complimentary free ride home for customers. The free ride can be offered to customers on special sale days. It is best to set a time limit on when the rides can be taken. The merchant prints coupons which are signed, dated, and houred by the merchant at the time of sale. The customer can use the coupon by giving it to the driver who also signs, dates, and puts the hour of the ride. The operator will then bill the merchant for the rides taken. The operator may want to bill the merchant at a slightly reduced rate (e.g. 10% off).

Implementation: Merchants can be approached with many of the ideas such as those described above. It may be useful to go through the Chamber of Commerce to make contact with more than one merchant at a time and to test the initial idea. Fast food chains are often very receptive to these ideas since they usually have fairly high advertising budgets.

Costs: The out-of-pocket costs of this effort are negligible. The coupons will be printed by the merchant and revenues can only be increased (except if the operator offers the "free rides" home to the merchants at a reduced rate).

RIDER EDUCATION AND INFORMATION

Rider information activities provide the public with the information it needs to use the services. They include:

- brochures/rider guide
- information request cards
- consumer education lectures
- radio talk shows
- periodic newsletters

Following are descriptions of the above activities.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Rider Education and Information — Rider Guides Brochures

---

Activity:

One of the most basic ways to inform the public about the service is to distribute small brochures describing or promoting the service. A mock-up is included in Appendix C. The brochure should include information on the basic services (fares, hours, how to access). Additional advertisement flyers can also be inserted into the basic brochure which are designed to educate and inform riders and the public. Two inserts designed to attract two types of trips are also included in Appendix C as samples. These brochures include:

- one including only service related information which is aimed at rider information and education and community building
- one promoting the service for work trips
- one promoting the service for shopping trips

The sample rider information brochure is designed as an 8 1/2" x 11" piece of paper which is folded in thirds to fit into a pocket. This is intended to facilitate retention of the brochure by users for reference when a ride is needed. The two promotional brochures for work and shopping are designed as 8 1/2" x 3" cards which can be used in conjunction with the rider information brochures.

Implementation:

The mock-ups for the rider information brochures included in Appendix C. The work and shop trip brochures should follow the same theme as the newspaper ads used by the operation. The Rider Information Brochure will be given first priority since this brochure is more general in nature and can be handed-out at the community meeting, etc. In addition to using it during presentations, the Rider Information Brochure can be:

- made available on vehicles
- insert in the newspaper
- inserted in utilizing bill mailings
- distributed to organizations whose clients may need the service.

Implementation: (continued)

Work Trip Brochure can be printed and distributed to major employers along with the posters described in a section that follows.

Shopping Trip Brochure can be printed and distributed at local stores and banks along with the advertising materials such as the posters described in a section that follows.

Costs:

If you use the mock-up in Appendix C, the out-of-pocket costs associated with the distribution of brochures include the cost of typesetting specific information on the rider guide, printing, and the cost of distributing it (e.g., inserting the rider education/support building brochures in the newspaper). A sample budget developed for a rider guide follows

Printing

1. Rider Information Brochure (first year only)	
2,500 copies (number of households) @$.05 per copy to print	$ 125
folding (@$20/1000)	50
	$ 175
2. Work Trip Brochure (number of workers)	
2,000 copies @$.03 per copy to print	$ 60
3. Shop Trip Brochure (one half number of households)	
1,250 copies @$.03 per copy to print	$ 38
Subtotal	$ 273

Mailing with the Newspaper or With Utility Bills

2,500 households (@ $.035/mailing)	$ 88
Total	$ 361

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Rider Information and Education — Information Request Cards

---

Activity: The purpose of this activity is to provide basic information on the shared-ride taxi service to potential users, and to make the community aware that the taxi system provides a public service to all members of the community.

Information request cards should be placed in the newspapers and at strategic locations in the community. The cards should be designed to be mailed back to the taxi company or handed to the driver. The taxi company will then mail out the pamphlet on the service. If desired, the operator could also include a ticket good for a free taxi service (e.g., 1/2 off the customers next ride). Only one reduced fare ticket should be redeemable per customer.

Implementation: An information request card is shown on page 54 which can be used in a number of ways:

- inserted with newspaper ad
- to place in newspaper
- to print and make up into display posters with holders to place at various locations within the community
- distributed through welcome wagon
- distributed through Chamber of Commerce

The newspaper request card can also be inserted in the newspaper periodically (we suggest at least semi-annually). We are suggesting months around March and September since these are slower months but without heavy vacation time.

The display posters should be approximately 12" x 16" and should be designed to stand alone or be attached to a bulletin board or wall. The poster should have a pocket attached which will hold the cards. Approximately 10-20 display posters should be sufficient for most small systems. The operator should distribute posters to the library, banks, etc. Posters should be checked bi-monthly for condition and to refill the pocket.

The request card does not mention a reduced fare "prize". This is intended to discourage wide scale use of the reduced fare program by current users. If response to the first placement of the forms in the newspaper is low, the operator may want to mention the prize on the card.

Implementation: (continued)

A sample of the prize ticket is included on page 55. Notice that the ticket requests the name and address of the user. This is to ensure that only one ticket is redeemed by each customer. Tickets should have an expiration date of approximately six-month intervals. This expiration date should be added before the tickets are printed.

When information is sent to potential customers, this should be logged onto the Information Request Form. When the reduced fare ticket is used, this should also be logged onto the same form.

Costs:

As with the suggestion forms, out-of-pocket costs for this activity are relatively low. Placement of the information request cards into the newspaper will require approximately $40.00-50.00 per year for the two ads.

The posters will require approximately $10.00 apiece to prepare for a total of $100.00-200.00.

If you decide to give price promotions in conjunction with the Information Request Card, then you have to consider the potential effect on revenues. The cost associated with the reduced fare offer is difficult to determine. While some regular customers may redeem tickets, the offer should attract new customers, generating potential fare for their first ride and additional fares for subsequent rides. If it appears that the operator is negatively affected by the offer, it can be discontinued.

[display ad]

For more information on the service....

FILL OUT AND RETURN THIS FORM

I'd like to hear more about _____ Shared-Ride Taxi Service.

Name _____

Address _____

City _____ State_____ Zip_____

Return to: _____ Taxi, _____ WI _____

Call _____for a Ride.

[logo] COMPLIMENTARY TICKET

MAY BE REDEEMED FOR

ONE-HALF OFF THE FARE ON YOUR NEXT RIDE

Customer Name: _____

[One per customer] [expires / /]

Date	Name	Address	Reduced Ticket	
			Sent? (Y/N)	Used? (Y/N)

MARKETING GOAL: Increase Ridership

MARKETING FUNDTION: Rider Information and Education — Consumer Education Lectures

---

Activity: Another marketing activity which can be undertaken will be to meet directly with groups of individuals in the community whose members are potential users the system wants to attract. This will allow the operator to hear suggestions from potential users and educate potential users on the existence of the service. In addition, it will educate potential users who may be hesitant about using the service because of their unfamiliarity with what to say when they call, where to wait, etc.

Implementation: The consumer education lectures should concentrate on markets the operator has targeted as potential users. For example, if the taxi service is trying to attract 1) evening and weekend trips, 2) work trips, and 3) shop trips, the operator should start by concentrating on meetings with organizations such as:

- employee organizations of the major employers (work trips)
- women's groups (work and shop trips)
- church groups (trips on Sunday)

The operator should contact the representatives from the organizations offering to speak to their membership about the taxi service. To interest the organization in having the presentation, the operator should stress that the shared-ride taxi is a public service which merely utilizes the services of a private taxi business.

The meeting should begin with a short presentation by the operator on the services that are offered (hours, fares, service areas, where to call, etc). The meeting should then be opened for questions. The operator should have a list of potential questions in the event that the audience is slow to warm up. If possible, the operator should bring one of the taxis to the meeting. Pamphlets on the taxi service should be distributed.

The meetings should be scheduled at the convenience of the organizations. We are suggesting that the operator try to hold meetings in February of each year.

Costs: There are no out-of-pocket costs associated with this activity since it involves only operator time (materials distributed are standard informational materials).

Consumer Education Lecture Format

Sample Text

INTRODUCTION

"Good Morning. I'm _____ from the _____ Taxi Did you know that _____ has a public transit system? It does...the City sponsored shared-ride taxi program that is operated by our company. I'm here today to tell you about the service and to let you ask me any questions you have about it.

SERVICE DESCRIPTION

The shared-ride taxi service is operated much the same as a traditional taxi service. You call us at _____ tell the dispatcher that you need a taxi at _____ and where you want to go. Within minutes, a taxi will be at your door. You can even schedule your return trip at the same time.

"Shared-ride" makes our taxi service different from conventional taxi services. What shared-ride means, in a practical sense, is that you may have another person in the taxi with you and that you may deviate slightly from your route to pick up or drop off another person. We try to minimize any inconveniences to passengers but these efficiencies allow us to keep our fares low.

The shared-ride taxi serves the City of _____. Our hours are _____

POSSIBLE QUESTIONS

1. If two of us ride from one place to the same destination, what is the fare?
2. Can I call one day to arrange for a trip on the next day?
3 Can I take the taxi to visit my sister who lives one mile outside the city? What will it cost?

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Build Community Support
Increase Ridership

MARKETING FUNCTION: Rider Information and Education
Rider and Community Relations

Radio Talk Shows

Activity: One method of distributing information to potential riders and, at the same time, building community support is for the operator to appear on a local radio talk show to describe the service and answer questions from the commentator and/or community. Because this activity has the dual purpose of educating potential riders and building community support, the presentation should be focussed both on explaining the service, and describing how it benefits the community.

Implementation: Depending on the preference of the show commentator, the operator may or may not prepare a brief talk before questions begin. In any case, the operator should send the commentator background material well in advance of the taping date so that he/she will be well informed. It may be beneficial to have a local city official accompany the operator to answer questions on funding and governmental involvement.

Scripts for possible presentation materials are included under the community meetings and outreach lectures.

Costs: The cost of this activity is very low and only involves the operators time preparing presentations and taping the show.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Build Community Relations

MARKETING FUNCTION: Rider and Community Relations — Periodic Newsletter
Rider Information — on Taxi Services

Activity: A newsletter to the community is one method of keeping riders and the community informed about the taxi service. The newsletter can contain information about contemplated changes, reports on ridership, recognition of special users or drivers, etc.

Implementation: Because of the cost and resources involved, the newsletter is probably only feasible on a quarterly or semi-annual basis. In order to be effective in building community support, the newsletter must be distributed to outside organizations as well as on vehicles (e.g., at banks, sheltered workshops, community centers, the library). However, depending on the community, it may be possible to publish a joint newsletter with another related organization (another city department, the senior centers, the airport, etc.)

Costs: This effort would be relatively time and resource consuming. It would involve time to prepare the materials and distribute them as well as the cost of typing and printing the newsletter each time it is published.

RIDER AND COMMUNITY RELATIONS

Activities to improve rider and community relations are important in maintaining community support and awareness. They can include:

- radio talk shows
- newsletters
- meeting with community groups
- community service activities
- press releases and media events
- sponsor sports team
- contest to name/rename system
- public service announcements

Radio talk shows and newsletters were described in the section on Rider/ Information and Education. The remaining activities are discussed on the following pages.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Rider and Community Relations — Meeting with Community Groups

---

Activity: Similar to the consumer education lectures, this activity will involve meeting with local community groups. Unlike the lectures, the purpose of these meetings are to build community and political support for the shared-ride taxi service. The focus of the discussions will be not only on the characteristics of the services provided but also on how the service benefits the community.

Implementation: The following organizations are the type that could improve community support for the program:

- Chamber of Commerce or local economic development committee
- Service organization (e.g., VFW, Knights of Columbus, Rotary)
- Church Groups
- Youth Groups

The operator should meet with those organizations where it feels a meeting would most benefit the taxi image in the community. This could involve meeting with an organization which has been opposed or neutral toward the service (to be persuaded otherwise) or meeting with an organization whose membership has been particularly supportive.

The meeting should begin with an introduction and a brief presentation on the services by the operator. This should stress the positive effects of the service on the community as well as what would happen if the service were not available. The meeting should then be opened for a question and answer period. The operator may want to have a representative of the City at the meeting in the event that questions arise concerning City involvement. Materials on the service should be distributed. Groups of meetings should be held once a year.

Costs: There are no out-of-pocket costs associated with this activity. Materials distributed will be standard taxi informational literature.

Community Group Meeting Format

Sample Text

INTRODUCTION

"Good Morning. I'm _____ from the _____ Taxi Did you know that _____has a public transit system? It does...the City sponsored shared-ride taxi program that is operated by our company. I'm here today to tell you about the service and to let you ask me any questions you have about it.

SERVICE DESCRIPTION

The shared-ride taxi service is operated much the same as a traditional taxi service. Users call us at _____ tell the dispatcher that they need a taxi at _____ and where they want to go. Within minutes, a taxi will be at their door.

"Shared-ride" makes our taxi service different from conventional taxi services. What shared-ride means, in a practical sense, is that the rider may have another person in the taxi with them and that they may deviate slightly from their route to pick-up or drop-off another person. We try to minimize any inconveniences to passengers but these efficiencies allow us to keep our fares low.

The shared-ride taxi serves the City of _____ . Our hours are _____.

Last year we carried passengers. Most of the people who ride the taxi have no automobile available to them -- they are elderly (without a car or license) or handicapped, their spouse has taken the car to work. Without the taxi service, they would have no other means of getting around.

POSSIBLE QUESTIONS

1. How does the City support the taxi?

2. If two of people ride from one place to the same destination, what is the fare?

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Rider and Community Relations — Community Service Activities

---

Activity: A taxi operator can also participate in community service activities in an effort to serve the community and build support for the service within the community. Activities which involve goods transport only are:

- collect food for the needy at Thanksgiving
- collect toys for tots at Christmas

Activites involving the transport of people include:

- participating in an emergency preparedness program
- taking voters to the polls
- taking partiers home on New Year's Eve

Implementation: For the activities which involve transporting goods, the operator should contact the organization collecting toys or food (such as church or service groups). The operator can collect these goods from riders or when the vehicle has slack time. The collection period should be limited to a specific time period (e.g., two weeks).

For person transporting activities, the operator should begin by contacting organizations which may be willing to financially support the service to make up for lost revenues (not necessarily the total fare but enough to cover the driver and other out-of-pocket costs). For example, the local tavern's association may sponsor New Year's Eve rides home. Community service activities which involve high out-of-pocket costs may be beyond the scope of the taxi system's marketing budget.

Costs: Out-of-pocket costs for these activities should be minimal.

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Rider and Community Relations — Press Releases and Media Events

---

Activity: Whenever information needs to be communicated to the public, press releases should be prepared and distributed to all media outlets. This includes information on changes in service (e.g., hours), special events (e.g., serving the 100,000th rider), and promotional information. If information is of public concern (e.g. if the taxi service will be closed for the day), the media may run public service announcements at no cost. (See next section). If the information is more promotional in nature (e.g. the taxi service has a new vehicle), the media may pick-up the event as a news story and give the system some free publicity.

Implementation: Press releases should be prepared for the media every time a special event occurs at the taxi system. A list of media contacts should be gathered by the operator and kept up-to-date. It is particularly important to prepare press releases to distribute on the special fare and service promotions described in the next sections.

A standard press release format is attached for use in writing releases each time one is needed. Your news release should contain, who, what, when and where and sometimes how and why. It is not necessary to elaborate. Press releases should be concise and should include the names and phone number for editors to call in case questions arise. Get to know the news media people. Know the deadlines of local media. Do not confuse news with advertising and ensure that the releases are made on legitimate stories with news value. Always include a quote on your press release.

Press releases and direct contact with the media representatives can also create media events around important events. When something important occurs at the taxi system, efforts will be made to get local reporters there to witness and publicize the event and the taxi service.

To coordinate a successful media event, it is best to contact the local media well in advance of the event to apprise them that it will occur. Interesting the media in covering the event will be easier if more local community leaders are involved (e.g., the mayor, city councilpersons) and the greater the human interest. Conversely, local leaders may be more willing to become involved if the press is interested.

Costs: There are no out-of-pocket costs associated with these activities. Costs include only the operators time in preparing the press releases, coordinating, and attending the event.

PRESS RELEASE FORMS

NEWS FROM _____ Taxi [logo]
Phone #

FOR IMMEDIATE RELEASE Date , 1987

SAMPLE TEXT

The Sample Shared-Side Raxi System, which provides public transit services to all citizens of our city, has placed a new automobile into service. This new vehicle is a 1987 Chevrolet Caprice and is equipped with a cellular car phone. On hand to accept delivery of the vehicle was Mayor Ed Gannon and Councilperson Marian Brooks as well as Mel Evans whose City Department of Public Works sponsors the shared-ride taxi service. Ms. Janet Keal, owner of Sample taxi, who operates the sercice for the City reports "this new vehicle will allow us to provide better, more efficient service in record time. We will be able to receive calls for service in the vehicle itself, saving us time." This new vehicle was funded by a grant from the Wisconsin Department of Transportation and the U.S. Department of Transportation.

For additional information contact:

(Managers Name) at
_____ Taxi
(taxi name)

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Rider and Community Relations — Sponsor Sports Team

---

Activity: Another method of improving the image of the taxi in the community, generating community support, and increase ridership, is for the operator to sponsor a local sports team. This sponsorship generally involves a cash contribution to subsidize equipment, uniforms and team activities.

Implementation: The operator should contact the City Department of Recreation and the local recreational facilities (e.g., Bowling Alley) each year to determine what type of teams need this type of sponsorship. Possibilities include:

- baseball
- bowling
- softball

Once possibilities are outlined, a team should be chosen which is most appropriate. For example, the operator is interested in attracting school and day care trips, a youth club may be appropriate.

Costs: The cost of sponsoring a sports team could vary considerably depending upon the sport and financial needs of the game.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Rider and Community Education — Contest to Name/Rename System

---

Activity: One activity that the operator may want to consider if it has recently undergone major changes or if the system has image problems from the past which it would like to overcome is to rename the system. If the decision is made to rename the system, the operator may want to hold a contest to select a new name. This would both build community support and educate the public to the fact that this service is available to the community in general. A prize should be offered, perhaps a $100 gift certificate to a local store or free taxi rides. The operator's employees and their families should not be allowed to participate. The operator may set up a judging committee whose selection is final.

Implementation: The contest should be publicized in local newspapers for two weeks. Once the selection is made, press releases should be used to create media events (e.g., giving the winner the prize) to maximize the impact of the name change and the contest.

Costs: Costs include the cost of publicizing the contest (2 weeks of ads) and the cost of the prize. It may be possible to have the prize donated by a local merchant. However, it should be substantial enough to attract participation.

MARKETING GOAL: Build Community Support

MARKETING FUNCTION: Advertising Rider and Community Relations — Public Service Announcement

---

Activity: Under certain conditions, newspaper and radio and television stations will air public service announcements (PSA) at no cost.

Implementation: Unfortunately, many media representatives only accept PSA's from non-profit organizations and have a hard time accepting shared-ride taxi systems as community services. If you want to use PSA's, you and your city representative should contact the station official in person to explain the service to them. In some cases, you will be using advertising material contained in the next section or in the section on press releases. Television tapes are generally called two inch or quad videotapes and stations welcome having material provided in that format. Radio audio tapes are similar. You will not be able to specify when the PSA should be run. Be sure to leave your name, address, and phone number attached to PSA materials in case questions arise.

A word about PSA's content. There is a lot of competition for air time at radio and television stations. Most station officials have only enough time for a brief look at PSA's. Many PSA's are run-of-the-mill production; unimaginary productions that are boring and complicated. Consequently most PSA's are never used. The best way to get a PSA run is to provide quality production with humor, lightness and upscale presentation.

Costs: The cost of this activity includes the cost of preparing materials.

ADVERTISING

Advertising is a mechanism for heightening the system's image and promoting its use by the public. Advertising techniques can include:

- newspaper advertisements
- radio advertisements
- poster advertisements
- yellow pages

Paid television advertising is probably cost prohibitive for most smaller shared-ride taxi systems. Additionally, in many cases, local commercial television covers a much larger audience than the taxi service and a taxi operation would be paying to advertise to this broader audience. Consequently, we have not included television as an advertising medium.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Build Community Support
Advertising

Newspaper Advertisements

Activity: Most people read the local newspaper for information of local and national interest. Newspapers provide a good medium for reaching potential taxi riders. In addition to the public service announcements and media news stories discussed on the previous sections, the shared ride taxi service can also advertise the service in the local newspaper. There are two general types of newspapers:

- general local newspaper aimed at news stories
- shopper guides aimed at shopping ads

Both are worthwhile advertising, and in many areas, the shopper guides are read in more depth than the general newspapers. Aimed at attracting new riders and building community support, these advertisements should focus on the types of trips (work trips, etc.) and markets identified by the operator as potential users of the service.

This manual contains black and white advertising layouts called "ad slicks." They are ready-to-use, with the simple addition of your company name, logo, address, hours, and fares for service. This can be done by the local newspaper. The type is avande garde demibold; it is wise to make your telephone number as large as possible. The advertisements are attached as Appendix A.

You are not restricted by the size of ads included here. The newspaper staff can reduce or enlarge these ads to meet your budgetary requirements.

Implementation: The advertisements should be placed at least once a month as local display ads, alternating each month among the advertisement types (one month the work trip ad will be run, the next month the shopping trip ad will be run and so on). For general ads, a request should be made to place the ad on the outside columns of the papers and at the top or bottom of a group of advertisements. If a choice is available, you should also consider the most appropriate section for your ads depending upon the market you are trying to influence. For example, if you are attempting to attract work trips, it may be more appropriate to place ads in the business section, while ads directed to shopping trips might be better placed in the food/family section.

Implementation: (continued)

Special advertisements should be prepared for special promotion ads if some type of merchant promotion is set up. Special merchant ads can be prepared by taking the shop trip ad and adding a header or line at the bottom promoting the deal (for example, shop at _____ and ride home with us for free). The merchants involved may wish to mention this promotion deal in their promotions for the week or month.

Costs:

Since the ad slicks are provided, the annual out-of-pocket costs of the newpaper promotions are 1) the cost of customizing slicks and 2) newspaper placement. Newspapers charge for ad space in a "column inch" basis. To determine the column inches, measure the length of your ad and multiply it by the number of columns needed.

Many newspapers also give reduced rates for frequent advertisements -- the more you buy, the less per column inch. Sometimes one company publishes more than one newspaper (a newspaper and a shopper guide) and have special rates for advertising in both simultaneously. You should contact your local newspaper to get the lowest contract rate that your yearly insertions can buy. A sample budget is presented below for a system advertising twice a month in their local newspaper and their local shopper guide (alternative weeks).

The Times-Press

6 column in. @$3.52/in.* x 26 weeks	=	$ 549

The Shopper

4 column in. @$4.50/in.* x 26 weeks	=	468
Total		$1,017

*Open rate, not dependent on multiple insertion.

WISCONSIN MARKETING PLAN

MARKETING GOALS: Increase Ridership

MARKETING FUNCTION: Advertise — Radio Advertisements

Activity: Radio advertisements can be prepared to parallel the newspaper promotions. As with the newspaper promotions, radio ads should be tailored to meet marketing goals set by the operator.

Ads should be placed with radio stations which appeal to the market you are attempting to reach. Most radio stations can give you a profile of the listeners. Radio copy is attached for various types of ads. As with the newspaper copy, we have included many ads for review in various categories.

Implementation: Ads are designed for 30 seconds. Ads aimed at work trips should be placed during the morning or afternoon rush hours - 7:00 to 8:00 am or 4:30-5:30 pm. Ads for shopping trips should be placed mid-day and the general promotions can be placed at any time.

Contact your local radio station to determine how they place ads. You may be able to specify airing at different times, day parts, during different programs, etc. Least costly are TAP-type scheduling which are ads (equal rotation) scheduled into all day parts as practical.

The attached copy can be given to the radio station "as is" for them to air the ads using their announcers. However, some of the ads require professional production on tape. Tapes can be obtained from the Wisconsin Department of Transportation, Bureau of Transit, upon request, in the final reel-to-reel form for you to give directly to the radio station. If you use these pretaped ads, the announcer would then add the name of your system at the end.

Costs: Radio stations charge for ads by the number of times the ad is aired. The cost of radio ads vary

- whether you want to air it at particular times, day part or program (further by when you want it aired),
- the length of the ad/30 seconds, 60 seconds, or 90 seconds)

Costs also vary by radio stations. Costs can range from $3.00 to $100.00 per 30 second ad. It may be possible to establish a reciprocal agreement with the radio stations which will allow you to trade advertising. For example, you could advertise the names of the radio stations on the vehicles while the station runs radio ads promoting the taxi service.

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Advertise — Poster Advertisements

Activity

Also paralleling the newspaper advertisements, posters can be developed to promote the service. These posters should use the same themes and copy as the newspaper ads and should focus on the same trips and target marketings aimed at other marketing activity. Other themes also can be addressed effectively in posters such as taking the taxi to avoid drinking and driving.

Implementation:

Poster size can vary but should be approximately 16" x 20". The copy and themes chosen by the operator for the newspaper ads can be blown up and printed in poster board. This can be done by a local printing/graphic company.

Posters for the work trip can be distributed to all major employers to hang in the employee lounge/locker areas. Each employer should be given two posters. Posters on the shopping theme can be placed on grocery store bulletin boards, shopping areas, etc. Posters of a general nature can be placed in banks, the library, at social service agencies, etc. The operator should check the condition of the posters every three months. They should be replaced at least once a year.

If you provide service in evening hours, posters on the drinking and driving theme can be ordered from the Wisconsin DOT. A printed message saying "Call _____ Taxi at " _____ can be added to the bottom and they can be framed. All liquor stores and taverns in the City can be approached and asked to hang one of the posters.

Costs:

The out-of-pocket cost of this activity include the cost of printing the work, shopping, and general informational posters and the cost of adding the taxi name and framing the drunk driving posters. An example of poster costs follows:

1. Poster Printing

60 posters @ $2.00 per poster (20 work posters, 20 shopping posters and 20 general posters)	=	$ 120.00

2. Framing Drunk Driving Posters

10 posters @ $11.00 per poster (printing taxi name @ $1.00 per poster and framing @ $10.00 per frame)	=	$ 110.00
	Total	$ 230.00

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Increase Ridership

MARKETING FUNCTION: Advertise Yellow Page Advertisements

Activity: One of the most common method of advertising the service is by having a special listing and/or advertisement in the local telephone book. Special listings in white pages of the telephone directory are primarily aimed at increasing the convenience of the current users. Special listings and advertisements in the yellow pages are aimed at attracting new users. Given the costs associated with yellow pages advertisements and if your system is the only taxi system in the telephone book, it is probably sufficient to place the smaller "space ad" in the yellow pages. The ad will be about 1/2" in height. Special listings in the white pages are probably less effective than other forms of advertising.

Implementation: If the taxi system is currently an advertiser in the yellow pages, you will have a telephone company representative. If not, then you should contact the local company which will assign a representative to work with you. The sales representative will work up an ad with you. You will then review and approve the ad before it is placed in next year's directory.

Costs: The out-of-pocket costs of yellow page advertisement vary and usually are listed in your telephone book. The cost of a small space ad will probably be about $15.00 per month. This totals $180.00 per year.

SPECIAL PROMOTIONS

Other activities aimed at promoting the shared-ride taxi service include:

- other prizes and contests
- special promotional items

The following sheets explain both activities.

WISCONSIN MARKETING MANUAL

MARKETING GOAL: Build Business and Community Support

MARKETING FUNCTION: Special Promotion — Other Prizes and Contests

---

Activity: Taxi coupon books can be offered as prizes for contests or raffles sponsored by local merchants or community organizations. This will attract new riders and build the image of the system in the community.

Implementation: The operator may want to offer coupon books to the merchants at a slightly reduced rate. If the organization is a charity, the system may want to donate the coupon book.

Costs: The costs of this effort would be any reduction in coupon price offered by the merchant or the cost of donated coupon books to charities.

MARKETING GOAL: Increase Ridership and Build Community Support

MARKETING FUNCTION: Special Promotions — Special Promotional Items

---

Activity: The taxi system can advertise its services by giving away or selling items such as coffee mugs, key rings, t-shirts, pens or calendars with its logo, name and/or phone number. Promotional items can also be used to commemorate an occasion or special achievement of the system. They are intended to create good will and a positive image of the taxi service. Since they are retained by users, they have a more lasting impact than some other promotional methods.

However, it should be noted that many systems have not found promotional items an effective method of increasing ridership. (The use of promotional items is more effective in increasing the awareness and image of a system.)

Implementation: It is often required that special items be purchased in fairly large quantities. Distribution and/or selling of the items will require organization and time.

Costs: The cost of this effort can vary considerably with the items being distributed. The costs of some items can be fairly expensive (T-shirts at $7.00 per shirt) to inexpensive (e.g. pencils). Time should also be allotted to distributing or selling the promotional items.

APPENDIX A

AD SLICKS FOR NEWSPAPER ADVERTISEMENTS

NEED A LIFT?

Fares:

Call _____ TAXI

Hours:

000-0000

WE'RE GOING YOUR WAY!

Call a Taxi. Anywhere you want to go
around town, we're going your way.
So give us a call and for just $0.00
(only $.00 for seniors),
we'll pick you up at your door and
take you where you want to go.

TRY US, YOU'LL LIKE US!

Call _____ TAXI

000-0000

DID YOU KNOW

HAS A TRANSIT SYSTEM?

Well, we have. It's the Shared-Ride Taxi Service.
Operated by
Give us a call. We'll pick you up at your door and take you to your destination.

CALL _____ TAXI AT

000-0000

Fares: **Hours:**

TRY US! YOU'LL LIKE US!

"WHY DIDN'T I CALL A TAXI?"

WE'RE GOING YOUR WAY!

Call _____ TAXI

000-0000

Fares: Hours:

FOR PEOPLE ON THE MOVE...

WE'RE GOING YOUR WAY

Call _____ TAXI

000-0000

Hours:

Fares:

John Grosskrieger bought six cases of soda, resodded his front yard, took the kids to Wisconsin Dells, and rebuilt the doghouse, all with the money he saved by taking the taxi!

Ever wonder just how much it costs you to drive?
Don't *guess*timate, or you'll *under*estimate. Add it up. Paying for the car. Running it. Protecting it.

Nearly $3,000 a year.
Well, I figured every little this and every big that, and it came out to just under $3,000. A year. That's nearly 15 percent of our income. Or about two-thirds of what it cost us to raise Adelle here the year she was five.

Kids are expensive, huh. And now I find thats typical for average mileage cost on a late-model compact. Imagine, we're paying about 25 cents a mile.

So I started taking _____ _____ Taxi. Helps me and my family.
How much money did I save last year? Enough to spend more on myself, and the family. And on our dog "Quat," of course. "Come, Quat...dam dog, he's always running off."

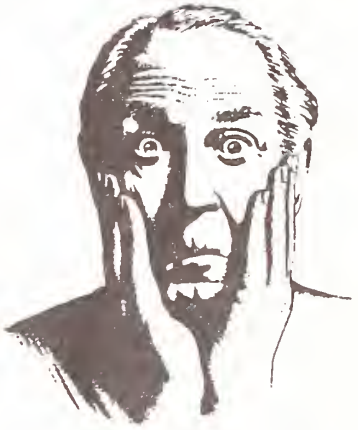
And this year? We're putting even more money away. Maybe enough to help the kids with their educations.

Call Us At 000-0000

_____ TAXI

Hours:
Fares:

A TAXI RIDE FOR ONLY $1.00???



CALL _____ TAXI

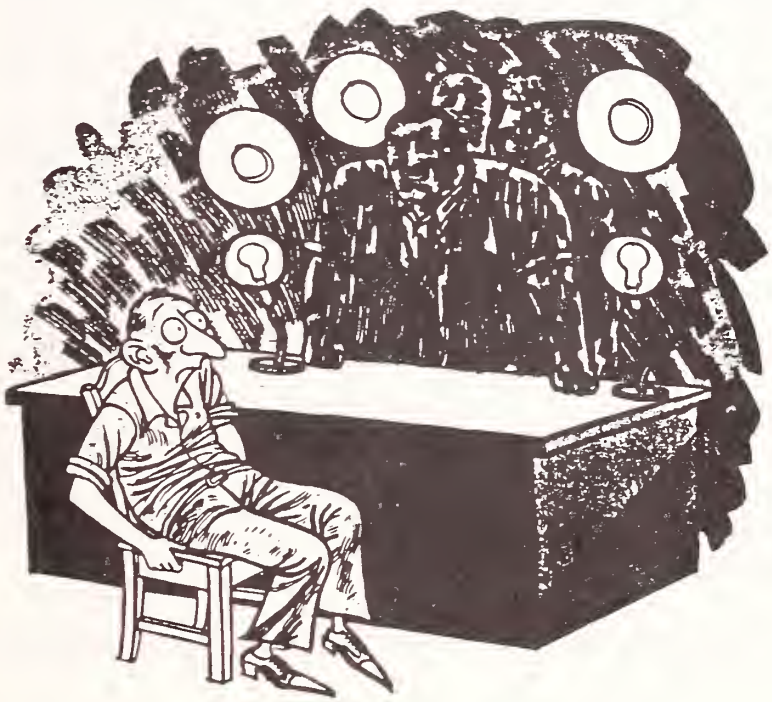
000-0000

Fares:

Hours:

LATE FOR WORK AGAIN?

Because your car wouldn't start?
Or your ride was late?
YOU SHOULD HAVE TAKEN THE TAXI!



Next time, call ____ TAXI

000-0000

Fares: Hours:

LATE FOR WORK AGAIN?

DON'T SWEAT IT

Call _____ TAXI

at

000-0000

Fares:

Hours:

WE'RE GOING YOUR WAY

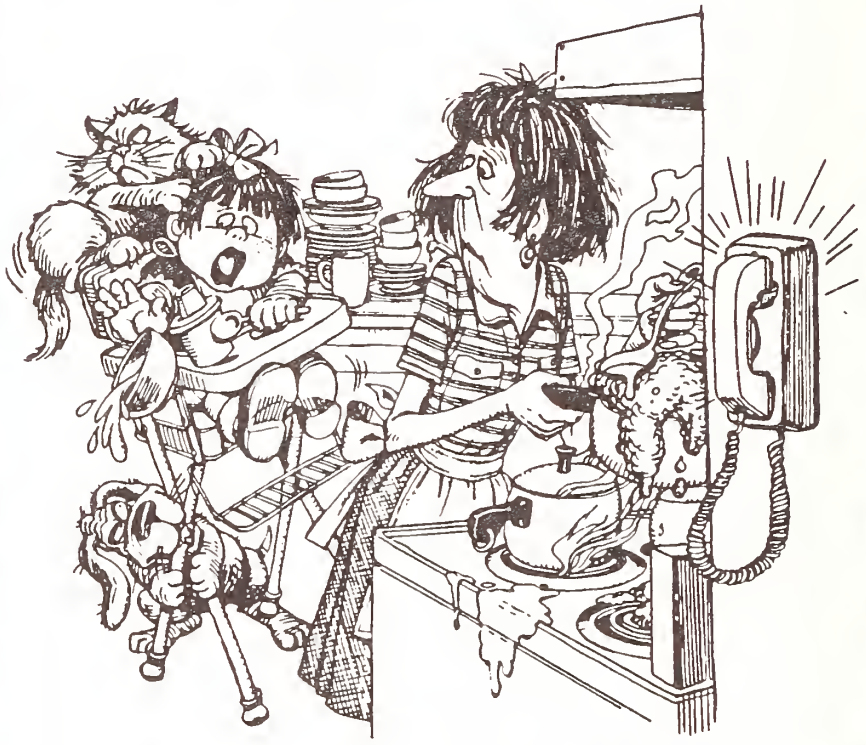
Get out and enjoy yourself

Call _____ TAXI

000-0000

ARE YOU TRAPPED WITHOUT A CAR?

Don't give up...there is a better way



CALL _____ TAXI

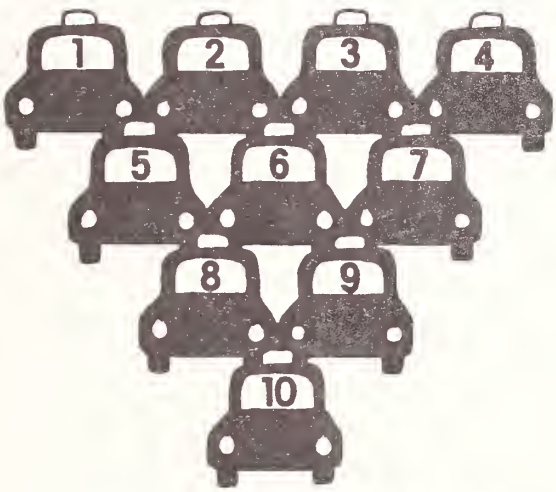
000-0000

Fares: Hours:

BUY OUR WEEKEND TICKET TO TRAVEL

SAVES MONEY • CONVENIENT
NO CASH NEEDED

TEN RIDE



PUNCH TICKET

Buy a Ten Ride Punch Ticket and Save Money
on all your Weekend Trips

Call _____ TAXI

000-0000

Ticket Prices: Hours:

APPENDIX B

SCRIPT FOR RADIO AD

RADIO ADVERTISEMENTS

Attached are a few suggestions for radio advertisements. As with the newspaper ads, we have included ads for general information/community building, work trips and shopping trips.

Some of the radio ads are designed to be read by a local radio announcer while others need to be professionally produced. We have produced one or two ads from each type which can be used by any system. These are available from Wisconsin DOT while the supply lasts.

Radio Script for Community Support Building
Does Not Need Professional Production

Announcer: Did you know that _____ has a public transit system? Well it does. I don't mean the kind of big bus transit system that they have in Milwaukee or Madison. Our transit system in _____ is tailor to the needs of our community. Comfortable vehicles pick you up right at your door and take you to your exact destination (not a bus stop blocks from where you want to go)

I'm talking about _____shared ride taxi program operated by _____Taxi. Call them at 555-1212 and give it a try. What's good for the taxi service is good for _____. Call 555-1212 today.

Radio Script for Work Trips
Does Not Need Professional Production

Announcer: Have you become a two income household? We all know that that also means you've become a two worker household. And, potentially a two car household.

Before you make the investment in a second car, you should consider commuting to work by taxi. Taking a taxi to work is less expensive that what it would cost you to operate a second car... to say nothing of the car payments.

So before you make the plunge and find yourself under water in debt, try a taxi and compare.

Call _____taxi at 555-1212. Give us try and you'll like us.

Radio Script for Shopping Trips
Does Not Need Professional Production

Announcer:

The _____taxi service invites you to take a taxi to lunch and shop at the time and day of your choice.

It's easy to take the taxi. Just call 555-1212 aout 15 minutes before you're ready to leave. A friendly driver will pick you up right at your door and take you where you want to go.

Taking the taxi to lunch isn't expensive either! Just _____for adults under 60 years old and _____for Seniors.

So come on! Take a bus to lunch...or dinner... or shopping...or school... or work..or anywhere.

Call _____taxi at 555-1212. That's 555-1212

Radio Script for Shopping Trips
Does Not Need Professional Production

Announcer: Ladies, have you ever been in this situation? Your husband takes the car to work and leaves you at home without any way to shop or go to a movie?

Well, there's an inexpensive, convenient and comfortable solution to this problem. Call _____Taxi and a friendly, courteous driver will pick you up at your house and take you wherever you want to go.

So if you're stick at home without a car, call _____ taxi at 555-1212 and take a taxi to lunch or shop or anywhere. Call 555-1212 today.

Radio Script for Shopping/Recreation Trips
Does Not Need Professional Production

Announcer: Have you ever been in this situation? You finally get a day off, the kids are in school and you're stuck at home because your spouse has the car.

Don't sit around all day, wasting your time, watching the soaps. Now, more than ever you have a choice. Call _____ taxi to pick you up at your door and take you wherever you want to go. That's _____taxi at 555-1212

Radio Script for Community Support Building
Professionally Produced

Man: You know, I hear that our City has a transit system.

Woman: A transit system ?? (amazed) You're kidding. I like to see one of those big Milwaukee busses on our streets. And I certainly don't see any bus stops.

Man: It's not that type of transit system. Our type of transit is tailored to the needs of our community... people go where they want, when they want and at a reasonable price.

Woman: It sound too good to be true.

Man: But it is true. See, it's called the shared ride taxi service. Here's the number.

Local Announcer Tag: Call _____taxi at _____to arrange for your taxi experience today.

Radio Script for Work Trips
Professionally Produced

Woman's Voice:	Good morning Tom, darling. There's bacon and eggs!
Man's Voice:	Oh, really?
Woman's Voice:	I think you mentioned that you need the car for work today.
Man's Voice:	No dear, you take it. I'll call a taxi.
Woman's Voice:	Look Tom, I had to drive yesterday, with all that traffic and parking miles from my office. I couldn't even read the newspaper on the way.
Man's Voice:	Yeah, one day... one day. You took the taxi all last week. It's my turn this time, my turn.....
	(Fade away at this point)
Local Tag:	For a convenient, comfortable trip to work call _____taxi at_____

Radio Script for Work Trips
Professionally Produced

Woman's Voice:	Good morning Pete. What are you doing here two hours early?
Man's Voice:	Well, Marion has started back to work and she's been dropping me off at 6:00 am. I don't like it but I just can't see getting another car right now.
Woman's Voice:	Yeah, we had that problem when I first started back to work but then we started using the taxi. Now they pick Phil up at 8:00 sharp every morning.
Man's Voice:	Isn't that expensive?
Woman's Voice:	No, it comes to a lot less than we'd spend on another car and Phil says the extra sleep is worth it

Local Tag: Call _____taxi at_____

Radio Script for Work Trips
Professionally Produced

Man's Voice: I'm sorry to leave you with all this work Ms. Finch but Mr. Lewis from headquarters will be here in the morning and we have to have that report out for our meeting. Are you sure you can get home all right?

Woman's Voice: Oh, don't worry about me Mr. Anderson. I've been taking the taxi home whenever I work late. It picks me up right at the office door and it keeps me from having to walk though the parking lot in the dark.

Local Announcer Tag: Call _____Taxi at _____ the next time you have to work late and want a safe ride home.

Radio Script for Shop/Recreation Trips
Professionally Produced

Man's Voice: I finally got a day off, the kids are in school and I'm stuck at home without a car. I guess there are always the soaps...

(Sound of TV being switched on)

Muffled Voice in refined tones: I must see Dr. Collins immediately. Roberta, call me a cab!

Man's Voice: Wait a minute. I don't have to sit here watching other people enjoy life. I'll call a cab and take my wife out to lunch!

Local Tag: Call _____ Taxi at _____ for service at your door

Radio Script for Shopping Trips
Professionally Produced

Woman #1: I had lunch with Jennifer downtown yesterday and then we went shopping all afternoon. Boy, did I spend a bundle.

Woman #2: Wow, I haven't been downtown in ages. Even when I have the car, there's all the hassle of driving, parking. And how did you gat all of your packages home?

Woman #1: Oh, I never drive downtown in the middle of the day. I call a cab. They pick me up promptly at my door and let me off right in front of the store.

Local Tag: Call _____Taxi at _____.

APPENDIX C

RIDER GUIDE

HOURS:

FARES:

RIDER GUIDE

TAXI

CALL

000-0000

SHARED-RIDE TAXI SERVICE IN _____

by _____ Taxi Service, Inc.

DID YOU KNOW?

The _____ shared-ride taxi program began in _____ to provide city residents with a safe, convenient and economical means of getting around town. The taxis are clean and comfortable and the drivers are friendly. Since it began the service has carried _____ persons.

HOW THE SYSTEM WORKS

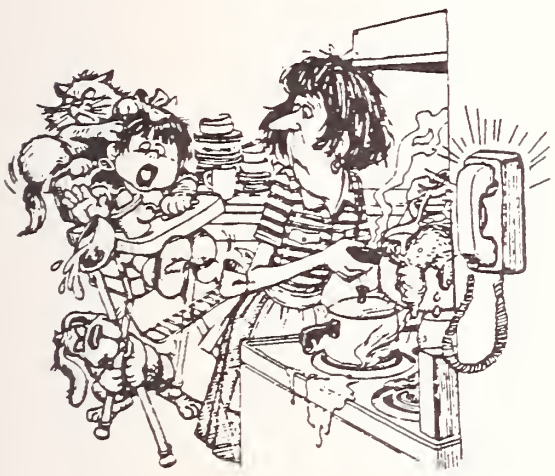
Give us a call and we'll pick you up at your door. You'll be taken to your exact destination without the worry and hassle of driving and parking. The system is "shared ride", which means you may travel with another passenger. This allows us to keep the fare low. There are no restrictions on where you are going or for what purpose.

HOW TO REQUEST SERVICE

To request a ride, give the dispatcher a call at 000-0000. The dispatcher will ask you where you are and where you want to go. You can schedule your return trip at this time or call again when you're ready to return home. You can even request a regularly scheduled pick-up. For example, if you use the service for work, you can ask to have a taxi at your door every work day at a particular time.

ARE YOU TRAPPED WITHOUT A CAR?

Don't give up... there is a better way



Call City Cab
742-6609

HOURS: 6:00am-1:00am, Monday-Saturday, 8:00am-10:00-pm Sunday
FARES: $1.50 per trip, non-elderly adults, $.85 per trip, students, $.75 per trip, adults 65 years and older

LATE FOR WORK AGAIN? DON'T SWEAT IT

Call City Cab
742-6609

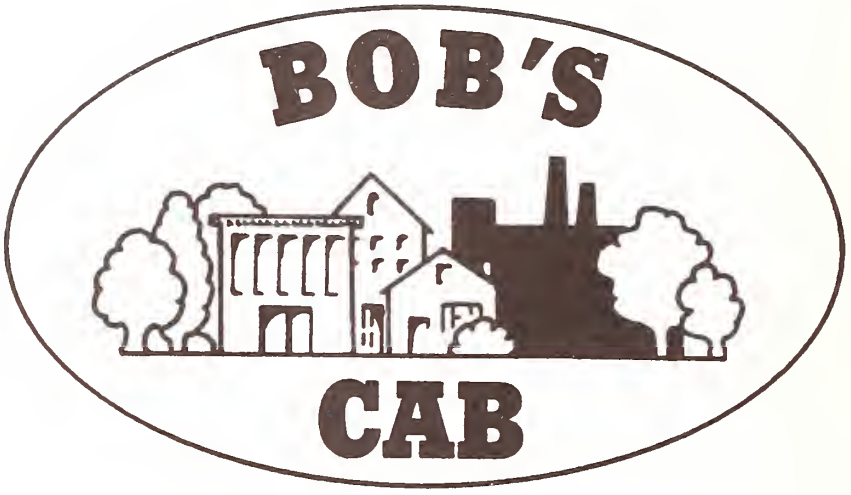
HOURS: 6:00am-1:00am, Monday-Saturday, 8:00am-10:00-pm Sunday
FARES: $1.50 per trip, non-elderly adults, $.85 per trip, students, $.75 per trip, adults 65 years and older

APPENDIX D

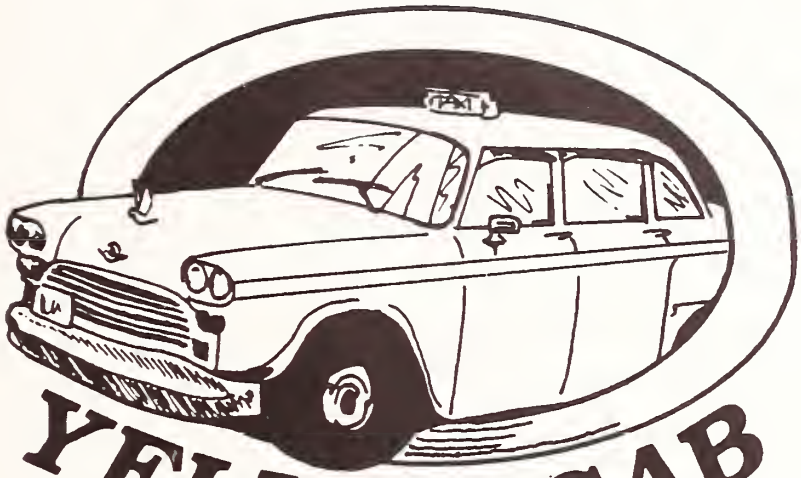
SAMPLE LOGOS

LOGOS

Logos are marks which consist of pronounceable words in a graphic form -- usually either the operator name or system initial. A logo identifies an operator in many of their marketing aids. Most logos reflect graphic trends toward using the name or acronym in a distinctive graphic style. For promotional applications, a logo enables somewhat lengthly system names to be recognized without actually having to read. Since logos are not very abstract, they do not require an extensive amount of advertising to establish recognition of the operator's identity. The attached sample logos are intended to spark ideas from you.


BOB'S
CAB

PCS
PLATTEVILLE CAB



YELLOW CAB

Ripon Taxi

CITY
CAB

ТАКСІ

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